

# *Better Floors*

**FOR BETTER BUSINESS**







#550  
\$5.00

# Why Linoleum?



Unless the unusual nature of your business compels you to hunt for some highly specialized flooring, you get the most for your flooring dollar when you buy the material that gives you the greatest com-

bination of desirable qualities—not just one or two. Naturally, certain features—such as long wear or pleasing appearance or easy maintenance—may be more important than others, and you will discard all materials that do not provide them. However, in making a choice from those

that remain for consideration, be sure you know all the many things that a modern flooring can be expected to do for your particular store, office, or institution.

For example, users of Armstrong's Linoleum find that a modern floor is no longer just something to walk on. They





CLEANLINESS is important wherever food is sold. And the Armstrong Floor in Glaser's Bakery, Baltimore, Md., is clean, crisp, sanitary . . . and easy to keep that way. Tan Marbelle is used with Cadet Blue circles and Chinese Red and Black Linostrips.



know that, regardless of which characteristic was uppermost in their minds when they purchased linoleum, this versatile material has brought them "plus" advantages of tremendous importance.

Store owners, for instance, praise its durability, but they also tell you that a properly designed linoleum floor can go a long way toward impressing customers and stepping up sales. With inset designs, it is possible to reproduce trade-marks, company names, or pictures of the merchandise itself. By using linoleum in other ways, it is easy to make a store look wider or narrower . . . to direct store traffic to certain departments . . . or to give special displays extra prominence. You will find many examples in this book, and more detailed information as to methods on pages 12, 13, 14, and 15.

Owners of restaurants and operators of institutional kitchens are loud in their praise of the sanitary features of Armstrong's Linoleum. Cemented to the floor in 6-foot widths with seams tightly joined, this smooth-surfaced material provides no dirt-catching cracks for germs to breed in.

#### MONEY-SAVING FEATURES

Owners or managers of office buildings, and school and hospital executives, talk about the money-saving features of Armstrong's Linoleum—how inexpensive daily dusting and occasional washing and waxing keep it attractive and serviceable—with no recurring bills for costly, troublesome refinishing. At the same time, these businessmen will tell you that the rich colors and interesting designs play a large part in keeping their buildings pleasing to occupants and visitors.

To other users, it is the comfort of Armstrong's Linoleum that appeals most. It is well known that,



if floors are comfortable to walk on, shoppers will spend more time in the store. Furthermore, good service to customers in stores and restaurants depends upon salespeople or waiters who are alert and cheerful, despite the fact that they are on their feet for hours at a time. Restful, quiet floors of linoleum can play an important part in keeping service up to par in such places.

#### IDEAS FOR YOUR BUSINESS

Which of these features are most important in your business home is for you to decide. However, the important thing to remember is that when you specify Armstrong's, you get the linoleum that provides them all. Other businessmen have found this out; and that is why—as you read through this book—you will see Armstrong's Linoleum in practically every kind of commercial structure. You will see this famous flooring doing duty under conditions which quite likely duplicate the conditions prevailing in your place of business. In addition, you will find many ideas that will help you put your own floors to work more effectively.

Armstrong's Linoleum is made in three thicknesses or gauges. These are known as Light, Standard, and Heavy. Each one, differing only in thickness of wearing surface, is made to do a specific flooring job. In planning new floors for your business, it would be well to note the amount of traffic to which your floor areas are subjected. Then, ask your Armstrong Linoleum dealer or contractor for advice on the gauge or gauges best suited for your particular needs. And, of course, all three gauges carry the famous Armstrong trademark. Be sure to look for it on the back of the linoleum that you buy for your floors.



INDIVIDUALITY is the key to a specialty store's success. The custom-designed linoleum floor in Postman's Specialty Shop, Fifth Avenue, New York City, is as smart as the merchandise it helps to sell. Ruby Monobelle is used for the floor field with Fawn and Deep Rose insets.



# Where can you use Linoleum?



**J**UST so long as it's installed above grade, you can use Armstrong's Linoleum anywhere. It can be tailored to fit business interiors of all shapes and sizes. It is as well adapted to remodeling as it is to new construction, not only for floors, but for many other areas, as suggested on page 18. In addition, many of the advantages of linoleum can be enjoyed on walls by using Armstrong's linoleum-like wall covering—Lino-wall, which is described on pages 20 and 21.

Add this adaptability to the other advantages of Armstrong's Linoleum—beauty, durability, cleanliness, comfort, inexpensive maintenance—and you'll easily understand why this modern flooring is found in all types of stores, offices, restaurants, and institutions . . . wherever the public walks today.

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*SODA FOUNTAINS, LUNCHEONETTES: Customers come back to Connell's Cafe, St. Paul, Minnesota, because they like the place as well as what it sells. The smart Armstrong Floor is a contributing factor to Connell's popularity. The Armstrong's Linoleum Floor in a custom design of Blue, Turquoise, and Yellow promotes a feeling of cleanliness, quality, and good taste.*





HOTELS, RESTAURANTS, AND BARS: Drumming up trade for the Drum Room in Hotel Hayes, Jackson, Michigan, is this distinctive Armstrong Floor. Planned as an integral part of the decorative scheme, the floor combines alter-

nating bands of Jaspe Linoleum—Hunter Green and Apple Green—with a smart chevron effect in Plain Chinese Red Linoleum. Customers always remember a striking interior like this one, and they come back to it again and again.





**FLORISTS' SHOPS:** Selling flowers . . . saving time and costs: that's the job this handsome floor is doing for Mueller Floral Company, Wichita, Kansas. Mr. Mueller says business increased 25% after his Armstrong Floor went to work—and cleaning time and cleaning costs were cut to a minimum. The floor design here employs two patterns in Marbelle Linoleum, with a border and insets in three shades of blue.



**LIQUOR STORES:** *The monogram of Reilly's Liquor Store, Mt. Vernon, New York, is neatly displayed on a floor of light brown Marbelle. Initial and border are Plain Ruby and Eggplant Linoleum.*





**DRUGSTORES:** *This neat, eye-appealing Armstrong Floor in New York's Park Central Pharmacy attracts trade. The striking Lino-set in clever pharmaceutical design helps to promote prescription sales.*



**SCHOOL ROOMS, NURSERIES:** This modern industrial nursery—one of the first of its kind in the country—is for children of King Edward Cigar Company employees. As modern as the idea behind this nursery is its Armstrong Floor. Field is blue Marbelle with custom insets of Midnight Blue, Willow Green, Coral, and White. Wainscoting is Armstrong's Linowall, a modern, linoleum-like covering, made especially for walls.

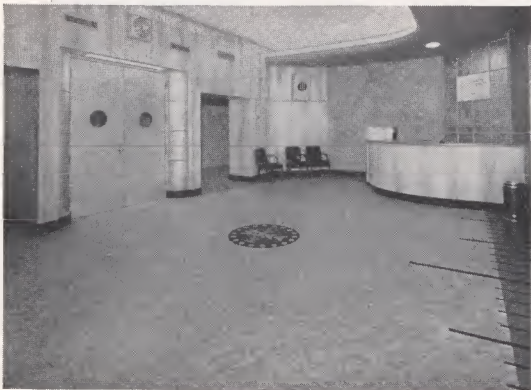




PRIVATE OFFICES: *Schick, Inc., in Stamford, Connecticut, has floors of Armstrong's Marbelle.*



RESTAURANTS: *Spotlessly clean linoleum beautifies the interior of this Howard Johnson unit.*



RADIO STATIONS: *This custom linoleum floor is in studios of WFAA-KGKO, Dallas, Texas.*

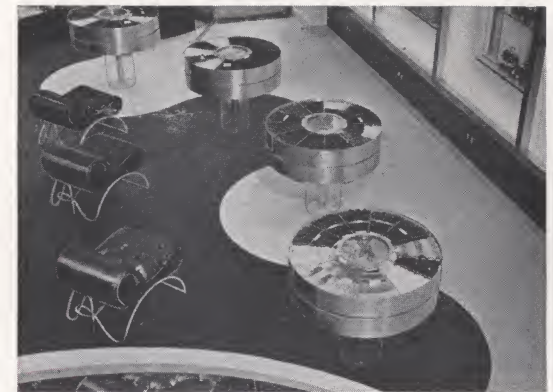


RECEPTION ROOMS, LOBBIES, CORRIDORS: Visitors form a favorable first impression of Golding Brothers, New York, just as soon as they step into this firm's friendly reception room. The trim lounges, the handsome fixtures, and the Armstrong Floor all help to say a word of welcome. Light gray Marbelle Linoleum and Plain Dark Gray are combined in this floor design.





**FOOD STORES, MARKETS:** The floor in Gravel's Market, Baltimore, Md., is as clean and fresh as the food it helps to display. It's a floor designed to take heavy daily traffic and still keep looking new. For long service and trim appearance, counter tops also are covered with linoleum. Floor field is light green Marbelle Linoleum with Jade Green Linostrips.



**CANDY SHOPS:** Linoleum adds smartness to New York City's Allman and Kuhne store.



**BEAUTY SHOPS:** Easy-to-clean is the floor in Wallace's beauty shop, Poughkeepsie, New York.



**HOSPITALS:** Quiet and sanitary is the linoleum in Los Angeles' new Cedars of Lebanon Hospital.





DEPARTMENT STORES, SPECIALTY SHOPS: Custom-designed Linosets, installed in the floor, are used to set off each section of Block & Kuhl's busy Elgin, Illinois store. Strips of Plain Chocolate Linoleum in a field of light tan Marbelle indicate aisle areas. And because it's Armstrong's Linoleum, this floor will be on the job . . . making and taking traffic . . . for years to come!



# Putting your floors to work

ONCE upon a time, a floor served its purpose well if it merely provided something to walk upon. But not today. Modern shops, stores, and offices compete for business, not only on the basis of the merchandise or services they have to offer, but also on the attractiveness of the surroundings in which these things are sold.

An Armstrong Floor can help to modernize any store or office, bring in new business . . . speed sales, move merchandise. You can actually put this versatile flooring to work doing a dozen different practical jobs that will save you time and money every day of the year. You can use it to advertise your firm name or trademark, to direct traffic, to give pleasing proportions to an irregular salesroom, and to segregate different departments or sections of your store.

The next few pages show how businessmen in many fields are putting Armstrong Floors to work. Throughout the book are other suggestions. Or you may have ideas of your own. If so, take them to your Armstrong contractor or dealer. He'll gladly help you work them out.

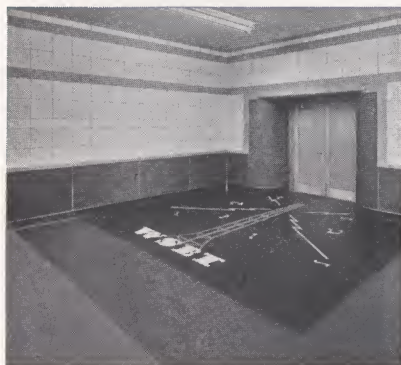
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*LARGE OFFICES: Consumers Public Power, Columbus, Nebraska, used this attractive floor of Armstrong's Linoleum to step up the appearance of their general offices. This resilient floor is appreciated also by employees for its comfort underfoot. Marbelle patterns in deep rust with Linostrips of tan were used to achieve this pleasing effect.*





# YOU CAN *Advertise*



One of the best ways to establish your identity—and to attract the attention of passers-by—is to put your name, or the name of the product you sell, in some prominent position. Posters, signs, and electric displays—they're all important. But with space at a premium, it's often a very good idea to utilize the large, unbroken area provided by the floor to tell your story to the public.

Pictures, names, and trade-marks in your Armstrong's Linoleum Floor can be designed and installed quickly and inexpensively. There's practically no limit to the possibilities, as you will see here and on pages 4, 7, 10, 11, and 16. And because Armstrong's Linoleum is a durable floor covering, this valuable advertising lasts as long as the floor. Costly refinishing is not necessary.



IT PAYS TO ADVERTISE the mighty "B" on the floor of Bond's Clothing Store, St. Louis. A trade-mark Linoset is an economical way for chain organizations to establish the "family" identity of separate units. Field is Marbelle with Blue and Orange insets.





SEPARATING THIS DISPLAY from the rest of the store is easily done with an Armstrong Floor. In the Old Denmark Delicatessen, New York, this salad bowl is set off from other departments with Chinese Red Linoleum laid in a circular design; outer area is White.

## YOU CAN *Departmentalize*

Whether your store is large or small, it's often a good idea to segregate various sections . . . set off special counters. And it's an especially good idea to do this in a way that customers are sure to see, without causing them inconvenience.

What better method, then, than through a special floor design? Different colors can be used, as shown at the left; or you can place small custom insets in the floor to help identify each department. A powder puff and lipstick, say, in front of the cosmetic department; or a graduate and bottles, as was done in the drugstore shown on page 7 to identify the prescription department. Your Armstrong dealer or contractor will be glad to help plan attention-getting floors for the various sections of your own store.







LEADING CUSTOMERS' eyes—and footsteps—back to the selling area of the store is the job this Armstrong Floor does for the B. Rich Shoe Store, Washington, D. C. It's a device that helps you direct customers where you want them to go, easily and naturally. Colors are Plain Terra Cotta and Oriental Blue Linoleum with traffic-directing Linostrips of Plain White.



## YOU CAN DIRECT TRAFFIC IN A STORE

"Floor Psychology" is working wonders in stores throughout the country—thanks to Armstrong's Linoleum. For a floor can be planned that actually directs the flow of traffic—tempts customers into a store and leads them to any area desired. Yet the cost is well within the range of a modest budget.

Floors like those on this page and on pages 2, 5, 9, and 12, using simple lines and sweeps of color, pay for themselves many times over in the extra business and convenience they bring to a commercial property.



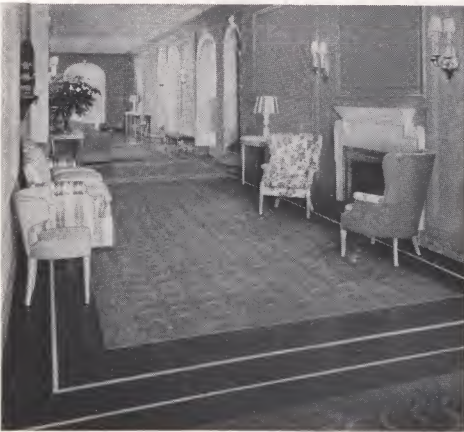




## YOU CAN ALTER THE "SHAPE" OF A ROOM

If you have a sales area that's too long or too wide—or a room with wall irregularities—it's a relatively simple job to change its apparent shape with a properly designed Armstrong Floor. For example, a long, narrow space can be broken into a group of rectangles, as shown below; or it can be crossed with broad bands of color, as at the right.

Any architect or designer can plan a floor that will give your store more pleasing proportions—or, if you wish, our Bureau of Interior Decoration will be glad to lend a hand.



FOR A ROOM THAT IS LONG AND NARROW—like this one—proper handling of the floor design will help considerably to change its apparent proportions. Here's how it's done in Kueffel and Esser Company's showrooms, Detroit, Michigan, shown below. Wide horizontal bands of Chinese Red and White Linoleum are laid across a field of Gray Marbelle Linoleum to help "square off" the room.





*- and if you need help*

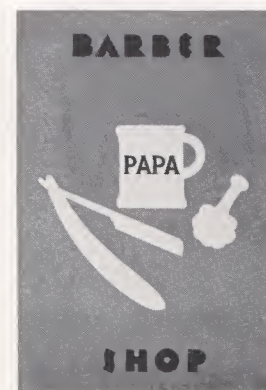
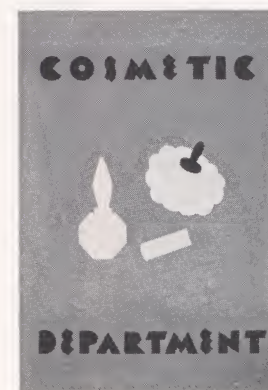
**ARMSTRONG'S BUREAU OF  
INTERIOR DECORATION  
WILL BE GLAD TO ASSIST YOU**

**H**EADED by the nationally-famous interior decorator—Mrs. Hazel Dell Brown—the Armstrong Bureau of Interior Decoration has been giving store owners good, practical assistance in the creation of smart, business-building floors for more than twenty years.

No matter what your flooring problem may be, you're invited to call upon this Bureau for help. If you want a monogram designed, a Linoset created (like one of those shown on the right), or a special floor design built around the needs of your particular store or office,

you'll find our trained designers prepared to give you prompt and complete service. Many of the floors in this booklet were planned by the Bureau for other businessmen, and so are many of the floors regularly featured in Armstrong's magazine advertisements.

If you wish to call upon the Bureau of Interior Decoration, we suggest you do so through an Armstrong contractor or dealer, who can study your requirements first, and then can help you to obtain the maximum assistance when you call upon the Bureau for service.







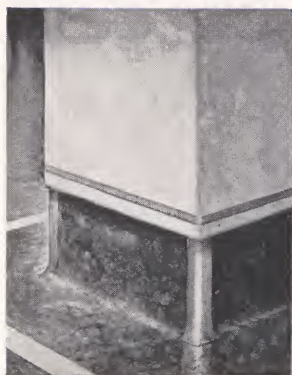
THIS FLOOR LEADS customers right into Hess Brothers Cafeteria, Allentown, Pennsylvania, and it establishes the room's color scheme, too! Design employs Terra Cotta, Fawn, and Orange Linoleum installed in traffic-directing bands.



## OTHER USES FOR

# Armstrong's Linoleum

Floors are not the only place where Armstrong's Linoleum can be used to good advantage. This material has a tough, long-wearing surface that is well suited for covering many other areas in stores, offices, schools, hospitals, and public buildings. The pictures on this page suggest just a few of the additional decorative and labor-saving uses to which Armstrong's Linoleum and Linowall can be put—you'll probably think of other ideas yourself. Your Armstrong dealer will be glad to handle the installation.



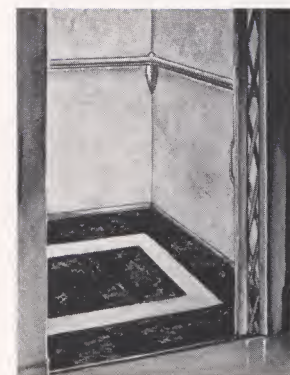
**COVE BASE**—when linoleum is coved over the joining of floor and wall, it makes a streamlined, easy-to-clean construction.



**STAIRS**—Armstrong's Linoleum is a good, serviceable covering for public stairways. It can be used on both treads and risers.



**WINDOWS**—a trim-looking linoleum floor affords an ideal background for the display of merchandise in store windows.

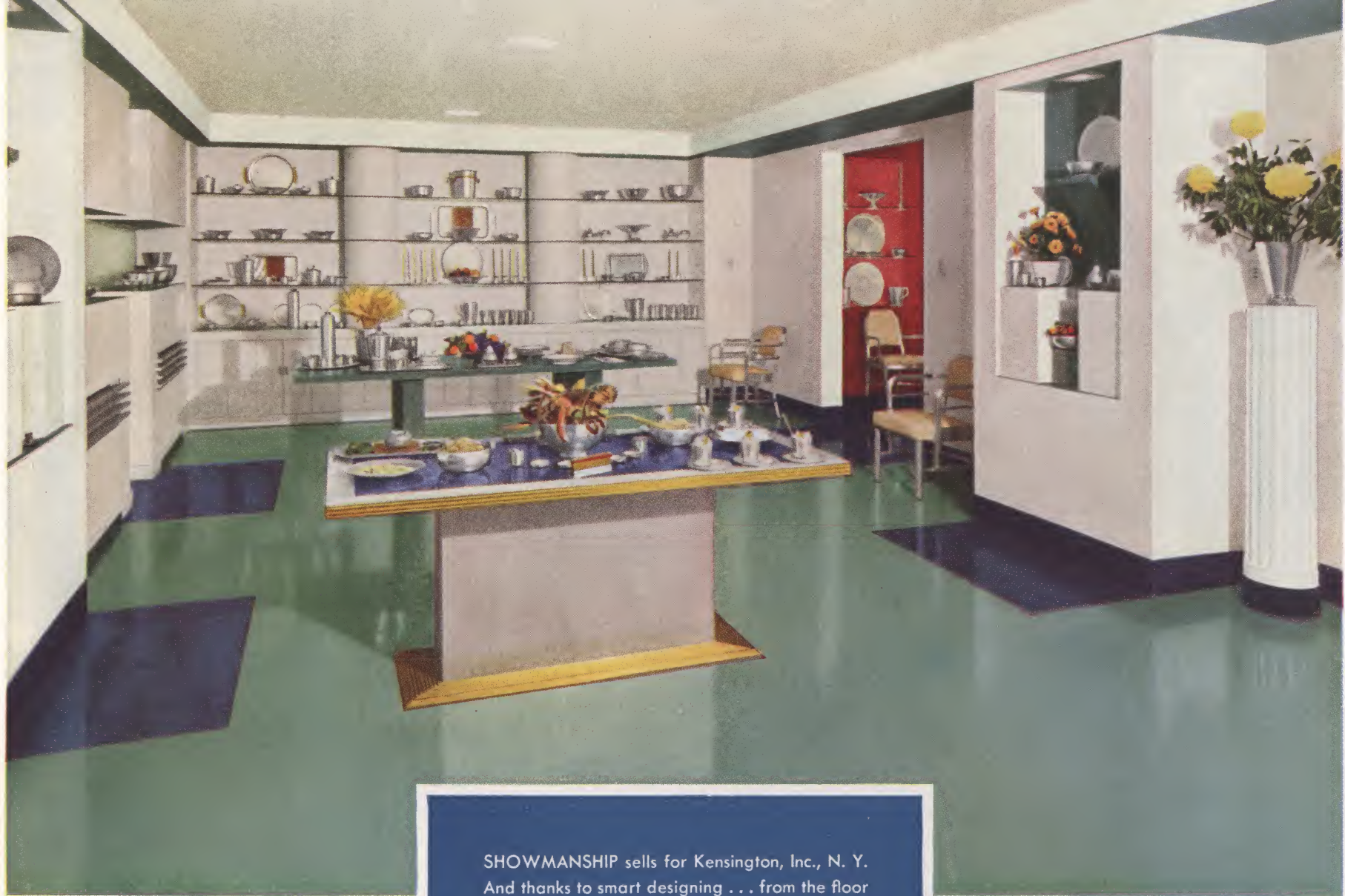


**ELEVATORS** — linoleum and Linowall can be used to modernize elevators, and these materials keep their fresh appearance for years.



**COUNTERS**—linoleum on counter tops and Linowall on counter sides help make these surfaces easy to clean and better looking.





SHOWMANSHIP sells for Kensington, Inc., N. Y.  
And thanks to smart designing . . . from the floor  
up . . . Armstrong's Linoleum is a big part of the  
show! Field area of this showroom floor is Plain  
Turquoise with modern, rectangular insets of  
Cadet Blue Linoleum on both sides of the room.



# Armstrong's Linowall

## —THE LASTING WALL COVERING

**L**INOWALL is a modern material developed by Armstrong to provide the same advantages on the wall that linoleum affords on the floor. It is an attractive, practical covering for both walls and ceilings. Here are just a few of the reasons why, in recent years, this linoleum-like wall finish has been installed in stores, offices, restaurants, and institutions of all types.

**Long Lasting.** Armstrong's Linowall is extremely durable. Its rich colors run all the way through to the fabric backing. It never needs costly refinishing.

**Washable.** Linowall's smooth surface resists soil and is easy to clean and to keep clean. The ordinary smudges and stains which are left on walls of busy buildings are easily wiped away. Simple washing with soap and water is usually the only cleaning care that's necessary.

**Decorative.** Walls finished with Linowall alone are always smart; but in addition, this versatile material lends itself to many special treatments with borders, accent strips, or colorful insets of linoleum, plastic, or metal which can be included in any installation at relatively little expense.

**Flexible.** Linowall's flexibility permits it to be formed smoothly around inside and outside corners and to be coved onto ceilings, thus eliminating unsightly, dirt-catching angles in the corners. Furthermore, Linowall does not chip or craze. It is resilient and consequently resists denting and marring.

**Not Expensive.** With all these advantages of durability, cleanliness, color, and smart style, Armstrong's Linowall is exceptionally reasonable in first cost and in maintenance.





**EASY TO CLEAN** is the trim wainscot in the lobby of Detroit's Royal Theatre. It is covered with Armstrong's Linowall. Fingerprints, smudges, and soil are wiped away in a jiffy.



**STRICTLY SANITARY** are the walls in Blodgett Hospital, Grand Rapids, Michigan, thanks to a neat wainscot of Armstrong's Linowall. Rounded corners help to keep dirt from accumulating.



**SMART APPEARANCE** is just as important as good food in any restaurant. Alley's Eat Shop, Kansas City, Mo., uses Linowall to assure cleanliness as well as to provide an attractive appearance.



**DURABLE WALLS** are a boon to any school's budget. That's why long-wearing Linowall is found in the Roxanna, Ill., Community High School. This wall covering never requires costly refinishing.



# HOW TO INSTALL AND MAINTAIN YOUR ARMSTRONG'S LINOLEUM FLOOR

**Installation Methods.** With certain types of linoleum it is necessary to cement a layer of lining felt to wood underfloors before pasting the linoleum down. This prevents the seasonal expansion and contraction of the floor boards from cracking or splitting the linoleum. Other types of linoleum having a special felt backing may be cemented directly to the subfloor without a layer of lining felt. Your dealer can quickly tell you which method—felt layer or



*Armstrong's Lining Felt is smoothly laid and fitted on every side of the room to prevent expansion and contraction of wood subfloors from splitting the linoleum. Over concrete, lining felt makes a linoleum floor quieter, more comfortable.*



*The linoleum is cut to fit the room perfectly, cemented to the lining felt or floor, and rolled with a heavy roller to insure proper adhesion. When the floor is finished, the carefully cut and matched seams will be almost invisible.*



*An occasional washing is all that is necessary to keep your Armstrong Floor looking neat and clean. Armstrong's Floor Cleaner or a mild soap will do the job safely and well. Never use strong soaps or abrasives. Always rinse well.*



direct installation—is recommended for the type of linoleum to be laid in your establishment. Linoleum can be installed also on suspended concrete, metal, or stone underfloors. (*However, linoleum should not be installed over on-grade or below-grade floors which are in direct contact with the ground.*)

**Installation Time.** A qualified Armstrong dealer usually can install your floor without serious interruption to business. Often the complete job can be done overnight, depending, of course, upon the size and shape of the area to be covered. When the floor is completely and correctly laid, you should find it as smooth as a table top, with seams so carefully cut and matched that you can scarcely

tell where one piece of linoleum stops and another begins.

**Ease of Maintenance.** After your Armstrong Floor is laid, you'll find its care is an easy job indeed. Sweeping and dry-dusting are all the daily attention you'll have to give it. At regular intervals, you will want to wax it in order to preserve its smooth, gleaming surface, and occasionally wash it when excessive traffic has caused extreme soilage. The recommended methods for washing and waxing are described below. And here's one other very practical suggestion: use Armstrong's Furniture Rests under heavy pieces of furniture to protect your floor. Your Armstrong dealer sells these rests for chairs, desks, tables, or cabinets, and they are well worth their modest cost.



*In addition to daily dry-dusting and sweeping, you will want to wax your floor at regular intervals. Armstrong's Linogloss Wax should be applied in a thin coat with a mop or Armstrong Wax Applicator and, if desired, buffed with a machine.*



*Armstrong's Linogloss Wax, made especially by Armstrong to keep your floors always fresh and new looking, is available in pints, quarts, and larger sizes. Your linoleum dealer sells it—in cans, as above, or in special glass containers.*



*Armstrong's Floor Cleaner, also especially made to protect your floors, is a mild, thorough cleaner for linoleum. Like Linogloss, it is available at your linoleum dealer's in pints, quarts, and larger sizes . . . in cans or glass bottles.*





**FLOORS ARE IMPORTANT** in modern sales showmanship. They attract trade, help build repeat business. That's well demonstrated in the Coffee Shop of Hotel Pennsylvania, New York, designed by Architect Raymond Loewy. The striking Armstrong Floor here, composed of wide bands of Deep Rose with Silver Gray Linostrips and Black border, is a basic part of the room's whole interior scheme.



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